



# Driving the Business of Technology



2010 Event Kit

**The Embedded Technology Gateway**

August 30, 2009

Recently, COTS Journal Editor-in-Chief, Jeff Child, spoke of the future quite simply. He said, "More than ever these days, I'm reminded that this business – and arguably most any business – is, at heart, a people business. That may seem a leap for a person, such as myself who covers technology 'things' - chips, boards, systems, embedded software – that get integrated into bigger 'things'. Yes, it's the technology and systems design that enables it all, but it's the people that are ultimately the ingredient that makes a program achieve success, or failure."

The Real-Time & Embedded Computing Conference is about people. For the past 20 years RTECC has been the best face-to-face opportunity to meet with current customers, build stronger relationships with prospects and develop new leads for the sales channel. It is also the perfect time to demo existing products and introduce new ones, give seminars or workshops for attendees specifically coming to hear from you.

The RTC Group is proud to announce our 2010 calendar of events for **the Real-Time & Embedded Computing Conferences (RTECC)**. This year we plan to travel to more than 25 locations around the world, addressing every major market in the Embedded computing industry.

We invite you to participate as an exhibitor, sponsor, and speaker as RTECC connects you to your most valuable asset; the key engineering managers, engineers and technical decision-makers around the world. RTECC will help you reach these professionals in key applications industries:

- Military/aerospace
- Industrial control
- Process control
- Medical instrumentation
- Vehicular control & maintenance
- Data communications
- Telephony
- Consumer electronics
- Embedded appliances

“Sometimes we stare  
so long at a door that is  
closing, that we see too late  
the one that is open”

- Alexander Graham Bell

Person-to-person interaction is essential to inspire customers and prospects, and RTECC continues to be the leader. The Real-Time & Embedded Computing Conference is the largest provider of face-to-face contact within the industry. We invite you to engage engineers and decision-makers where they live and work.

Do not miss the Real-Time & Embedded Computing Conference – The Embedded Technology Gateway.

Sincerely,

*Cindy*

Cindy Hickson  
Senior Vice President  
The RTC Group

# Twenty Years of Experience and Success

The RTC Group is the only event production company in the computer OEM marketplace to provide low-cost, high-quality; handshake level leads to industry leading vendors in every major regional market around the world. The nature of our shows puts vendors' regional and national sales forces directly in front of serious prospects.

## Our Formula

“The RTC Group event formula consists of five elements, making them unique and distinguishing their value from any other marketing activities. Keep in mind, the key to our formula is simplicity. Simplicity for the vendors, simplicity for the attendees.”

### 1 Sales Focus:

Most industry events have a “three-prong” approach. They educate attendees through paid conferences, support the press with elaborate press gatherings, and support the sales efforts of participating vendors through elaborate booths. The RTC Group focuses exclusively on supporting the sales efforts of participating vendors. The marriage of diverse technologies and convenient location give vendors the most return on investment for their valuable time. RTECCs are designed to increase your sales potential and minimize your budget expenditure.

### 2 Table-Top Format:

All RTECCs are in a table-top format. Table-top booths do not bring with them the expense and headache of a larger event presence. Exhibitors utilize exhibits that fit in a single case. This ease of execution keeps the sales person on their primary role, sales. The table-top format also allows companies, which may not be able to share the spotlight with huge corporate entities at international events, the opportunity to play on a level field. Value, time efficiency and equality make table-top events successful for all vendors.

### 3 Regional Locations:

Large industry events can't support your regional sales representatives. RTECC takes our events, not only to the large technology centers, but to the secondary cities that service accounts essential for profitability. They allow regional sales staff the opportunity to bring customers in and give demonstrations in a fashion not available through any other means. RTECC draws important engineers that won't likely attend a large national event.

### 4 Cooperative Promotion:

The most difficult part of producing any event is promotion. But when the burden of promotion is shared by all the vendors you have the formula for success. The RTC Group utilizes its extensive database and resources to create a “buzz” in the industry about upcoming events, but it is the promotion of vendors that really gets the job done. The RTC Group provides support with print and e-invitations for you. Who knows your customers better than you do?

### 5 Single Day Events:

The single day format allows attendees to condense their time into a short out-of-office experience. Managers want to see an exceptional return on investment on any out-of-office activity, and a day packed with technical conferences and meetings with vendors meets managers' expectations. Also, single day events allow time around the event itself for sales calls and follow up by the vendor sales staff, creating a high value in a compact timeframe.

# Not only does RTECC pull the numbers...

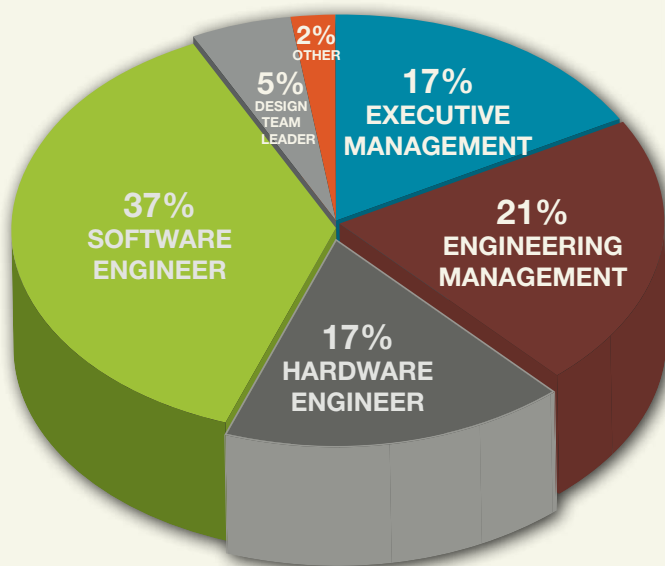
# WE PULL THE RIGHT PEOPLE

## Our Numbers

### ATTENDANCE IS INCREASING –

Over the past 36 months we have seen an increase in event attendance

43% of RTECC attendees are leaders or decision-makers within their company



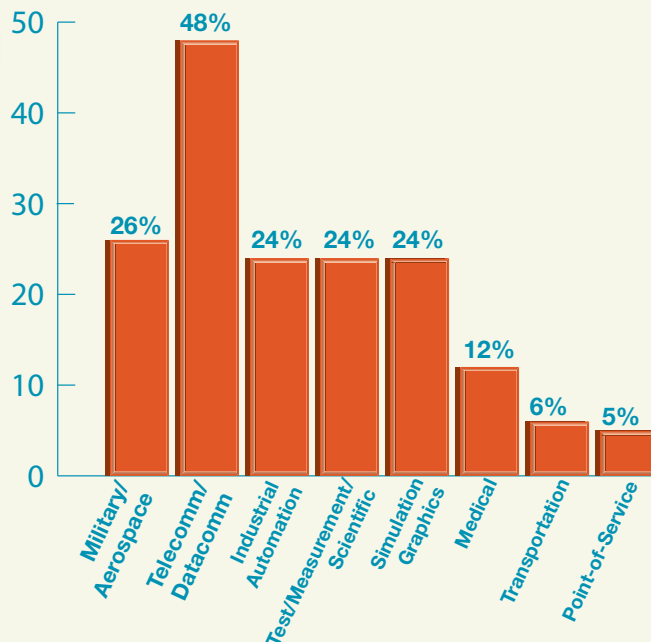
**8,000**

Estimated Leads Generated by RTECC in 2009

**7,200**

Leads Generated by RTECC in 2008

RTECC attendees represent every major facet of the embedded computing industry



# Marketing Professionals Ask Their Toughest Questions:

Why doesn't The RTC Group spend more money on marketing?

The RTC Group is at its heart a marketing company, developing low-cost, high impact sales leads for its clients. We are able to do this because we believe in realistic, straight-forward, time-tested marketing activities. RTECC continues to increase the amount of resources devoted to the marketing of our events. We will continue to invest in and evaluate marketing activities that make sense. We don't waste your time or money on marketing that doesn't develop real results...leads for you, our client.

My company is required to send invitations to our customers. Why should I expose my clients to the competition at your event?

Let's first address the difference between clients and prospects. Clients are the people already doing business with your company. Every sales manager is going to protect these people. Prospects on the other hand are the contacts in the company database that you haven't seen in the past 12 months or with whom you can't seem to get a meeting. We all have lists hanging around the office that if we could just get in the front door, we're sure we could close the deal. Sophisticated exhibitors understand that our events move the "front door" from your client's office to the event, making it easier to "get the meeting".

**RTECC will out-perform any sales-supporting marketing activity dollar for dollar. Let us show you how.**

Attendance is down, why should I continue to support events?

Attendance may be down since 2005, but we are seeing a resurgence of attendance at our events. Exhibitors at RTECC are riding a wave of interest in new products and technology. No matter where you're selling, or the state of the economy, our events continue to be the best place to generate sales leads. No magazine, website, direct mailer or online marketing campaign can put you face-to-face with 5, 10, 50 or 100 prospects in one day.

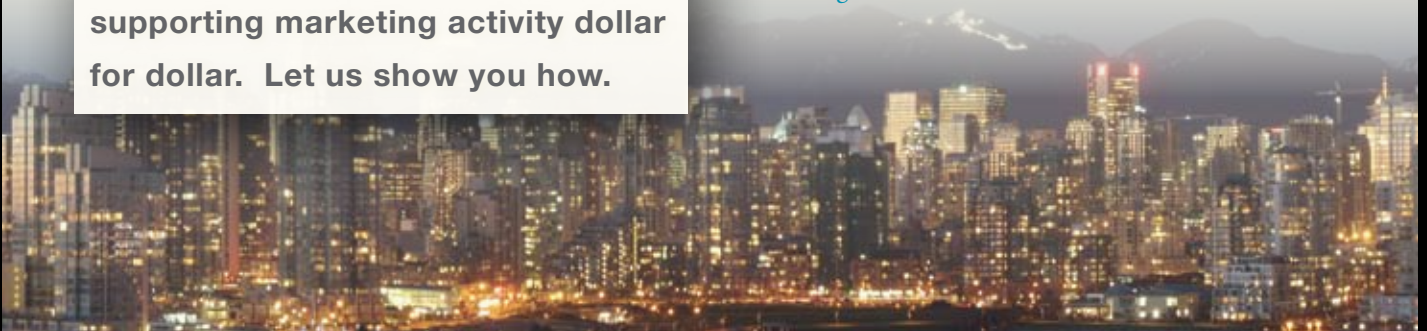
Engineers are getting information online and from my company's website, what does your event provide that my website doesn't already?

Face-Time. Unless you've fired your sales force, it's essential for your local sales team to meet the customer. RTECC Global events draw out engineers allowing you to engage them, and sell to them.

Which is better?

- A salesperson spending a day on the phone or a day in front of a single customer?
- A salesperson sending email answering technical inquiries, or demonstrating your product live to an interested engineer?
- A salesperson getting real feedback from a real consumer or reading about it online?

Compare us to the return on your other marketing activities and we're confident our events are among the top. If you don't believe us, ask one of our staff for a simple and easy tool for measuring the lead-generating effectiveness of all your marketing activities.




# 2010 Locations

Santa Clara, CA 

Huntsville, AL 

Robins AFB, GA 

Chicago, IL 

Minneapolis, MN 

Melbourne, FL 

Eglin AFB, FL 

Boston, MA 

Philadelphia, PA 

Pittsburgh, PA 

Toronto, ON 

Ottawa, ON 

Montreal, QC 

Portland, OR 

Beijing, China 


Shanghai, China 

Shenzhen, China 

Cheng-du, China 

Xi'an, China 


Washington, DC 

WPAFB, OH 

Austin, TX 

Dallas, TX 

San Diego, CA 

Los Angeles/ JPL, CA 

Seattle, WA 

Vancouver, BC 

Phoenix, AZ 

Gothenburg, SW 

Copenhagen, DN 

# 2010 RTECC Exhibitor Options

RTECC has a wide range of participation options to fit any marketing budget or lead generation goal. Below is a listing of our standard opportunities, but we can customize a marketing solution to meet your total marketing needs.

Ask us about advertising, online marketing, direct marketing and other promotional activities to customize your event participation.

## Diamond Sponsor

- Two (2) Exhibit Tables (6' x 30" typical size), draped, plus 4-5amps power each
- Half-day Breakout Technical Seminar Room incl. projector & screen (am or pm)
- Banner Ad on www.rtecc.com 30-day
- Reserved Exhibit Tables prior to set-up
- Press Release distribution onsite to all attendees
- Poster Placement (you provide) in/by Registration Desk
- Top Tier Web logo denoting Sponsorship
- Featured Logo and URL presence on all promotional materials
- Listed as Exhibitor and Sponsor on direct mailers / e-invites & event site
- Lunch on-site & a.m. refreshments
- Event Leads within 5 days after the conclusion of the event

... Diamond Sponsorship limited to 3 per location

## Gold Sponsor

- Two (2) Exhibit Tables (6' x 30" typical size), draped, plus 4-5amps power each
- One (1) 45min Breakout Technical Seminar Session Slot incl. projector & screen
- Reserved Exhibit Tables prior to set-up
- Mid-Tier Web logo denoting Sponsorship
- Listed as Exhibitor and Sponsor on direct mailers / e-invites & event site
- Lunch on-site & a.m. refreshments
- Event Leads within 5 days after the conclusion of the event

... Gold Sponsorship limited to 4 per location

## Silver Sponsor

- One (1) Exhibit Table (6' x 30" typical size), draped, plus 4-5amps power
- One (1) 45min Breakout Technical Seminar Session Slot incl. projector & screen
- Web logo denoting Sponsorship
- Listed as Exhibitor on direct mailers / e-invites & event site
- Lunch on-site & a.m. refreshments
- Event Leads within 5 days after the conclusion of the event

## Exhibit Table

- One (1) Exhibit Table (6' x 30" typical size), draped, plus 4-5amps power
- Listed as Exhibitor on direct mailers / e-invites & event site
- Lunch on-site & a.m. refreshments
- Event Leads within 5 days after the conclusion of the event

## RTECC TechPapers

- Promotion of your technical seminar after the event.
- One week after the event an email containing all the participating technical papers will be sent to the complete lead list for each event. RTECC TechPapers will include: Title, seminar description and link to the seminar PDF or Powerpoint presentation. Leads will be passed to the client in real-time through our RTLD (Real-Time Lead Distribution) system.
- \$200 per location (Included in Diamond Sponsorship)

## RTECC Source Book

RTECC offers an additional resource for clients looking for additional Product exposure at our events. This bi-annual product source book will be distributed to 10,000 attendees of RTECC and other industry events around the world. Advertising opportunities for your products and your company are available in a variety of sizes.

Ad prices available from your sales rep.

Quarter page ads start at \$275

[www.rtecc.com](http://www.rtecc.com)

# Online

www.rtecc.com

Our event website generates traffic of devoted and proactive engineers and managers making decisions in today's technology landscape. RTECC offers exhibitors and sponsors of our events the ability to influence these key professionals as they navigate through our event website, providing even more impact.

Regional sales events continue to be one of the most effective generators of leads and sales in the market, however a well-rounded online strategy helps clients make the most of their event participation.

## Traditional Online Advertising

Ad Type	Size	Qty/Page	SOV	Price/Month
Leaderboard	728x90	1	25%	\$1,000
Skyscraper	120x600	1	25%	\$1,000
Body	300x250	1	25%	\$1,000
Premier Tile	125x125	1	100%	\$395
Tile	125x125	5	100%	\$250
Page Peel Flash	100x100 to 800x800 (recommended)	1	100%	\$2,995
Ticker-Tape Text	35 to 50 characters	1	100%	\$1,295

## RTECC Online Product Showcase

The RTECC website provides opportunities for exhibitors to show off their newest products in our Online Product Showcase. Five products are have a rotating presence (**20% SOV**) on all our RTECC pages, and will run each month. The Product Showcase highlights an image of the product, title and link to the product website.

**\$200** for 20% SOV

**30%** mark-up to monopolize 100% SOV

## Resource Listing

### White Paper, Webinar, Video and Audio Listings

The **RTECC** website provides attendees a glimpse of what can be seen at the event. Event exhibitors and sponsors can provide even more detailed listings in our Resource section. These listings will be available on not only the **RTECC** website, but also alongside RTC magazine and COTS Journal sites as well.

Engineers must register to enter the Resource listing section of our website - the details of those registrations will be passed on to you through our unique “**Real-Time Lead Distribution System**” [RTLTD]. You will receive resource registrations in real-time.

**The initial listing in a calendar year - \$995**

**Additional listings within a calendar year - \$795**

## Webinar & Podcast Production

Many companies are utilizing audio and/or video to expand out of traditional event limitations, providing engineers from around the world with important technical insights about their products.

Webinar & Podcast production can be utilized to enhance your event participation. We can transform your event speaking session into an archived web ready webinar, or distribute it as a podcast. The RTC Group has the ability to provide high quality, live and archived, video and audio productions to increase your exposure and event ROI.

Each webinar and podcast solution is different, so contact a sales representative for options and pricing.

## List Rental and Direct Marketing

The RTC Group has developed a database of **215,000 engineers** world-wide. Let us help you with your other marketing initiatives by supplementing your direct marketing activities.

**Email List Rental - \$650/M**

**Mail List Rental - \$450/M**

**Phone List Rental - \$650/M**

**[www.rtecc.com](http://www.rtecc.com)**

# OUR COMPANY

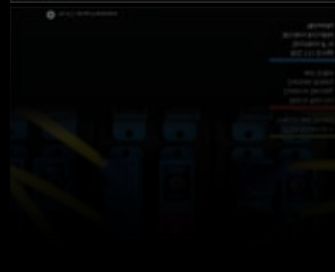
For over 20 years The RTC Group has focused its attention on providing the most efficient, cost-effective tools for sales and marketing in the embedded electronics marketplace. We have time-tested products and services with focused and proven results. Whether you're looking for face-to-face contact with engineers at an intimate event; wanting to brand your company while developing leads through our publications; or even looking for online advertising that is focused on your clients; The RTC Group has the marketing activities to not just create contacts, but develop leads.  
[www.rtcgroup.com](http://www.rtcgroup.com)

## RTC Magazine

RTC magazine spotlights trends and breakthroughs in the design, development and technology of embedded computers. The publication offers broad based technical, product and market-coverage of the embedded computer arena to industry decision makers. With strong market analysis and technical content, RTC is the magazine engineers and managers rely on for timely coverage of this developing and expanding industry. We offer FREE subscriptions for qualified subscribers.

With a readership of 20,000, RTC provides readers with insightful analysis of current and emerging technologies and markets. Its target audience is senior engineers and engineering managers in a variety of applications areas. All subscriptions are refreshed annually on a monthly basis.

[www.rtcmagazine.com](http://www.rtcmagazine.com)

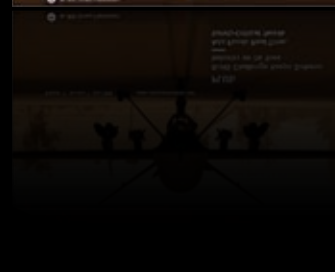


## COTS Journal

Taking you into the world of the military acquisition machine, COTS Journal provides in-depth coverage of commercially available embedded technology and its specific uses in military electronics and equipment. The COTS (Commercial Off-The-Shelf) initiative is a revolution in military electronics development, and COTS Journal has helped lead the way. We offer free subscriptions for qualified applicants.

COTS Journal is dedicated to providing the industry with the best quality technical material to help our 25,000 readers design and build embedded computers for the military - whether for benign applications or for the most rugged, mission-critical jobs the battlefield, sky or water can offer.

[www.cotsjournalonline.com](http://www.cotsjournalonline.com)



## EDA Tech Forum

The EDA TechForum is a complete marketing vehicle. Through a dedicated quarterly journal, independently published by The RTC Group; and a global series of technical conferences reaching cities world-wide the EDA TechForum gives EDA tool providers access to over 60,000 EE design professionals every year.

[www.edatechforum.com](http://www.edatechforum.com)



## ARM techcon3

ARM TechCon3 is organized by The RTC Group in partnership with the ARM Partner ecosystem for engineers exploring or currently designing ARM hardware, software and systems design. ARM TechCon3 serves as the premier stage to connect, instruct and contact the world of electronic and computer design. It will be an event that specifically enables the designer to leverage expertise from a vast array of companies in all phases of the product development cycle, from hardware to software, in three critical areas: MCU and Tools, Internet Everywhere and Energy Efficiency in Design.

[www.armtechcon3.com](http://www.armtechcon3.com)

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DESIGN TO THE POWER OF THREE



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## Blue Arm Media

Blue Arm Media is the creative and graphic design arm of The RTC Group. Blue Arm provides graphic design and creative for many of our clients' advertising campaigns, booth graphics, web-design, packaging and marketing collateral. If your company needs a marketing facelift Blue Arm Media can help you get your mojo back.

[www.rtcgroup.com/bluearm](http://www.rtcgroup.com/bluearm)

**blue arm**

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